

MADE IN
EL PASO

MADE IN
EL PASO

High Class Dairy Products Featured By Local Establishment



Interior View of Golden Cow Butter Shop.

The total volume of dairy products consumed by the people of the United States is only about one-half what it should be, according to the conclusion of a number of prominent experts on dietetics. Only 20 percent of the total American output for food is spent on dairy products, whereas, according to the food statisticians, a correct proportion would be in the neighborhood of 44 percent. An increased use of dairy foods and a greatly decreased consumption of other, heavier articles of diet would, it is claimed, make for a much better balanced ration and greatly elevate the general health level both among children and adults in this country.

The people of El Paso are fortunate in having at their service an establishment which makes a specialty of supplying dairy products of the purest and most wholesome kind. This is the Golden Cow Butter Shop, at 209 Mesa Avenue. The Golden Cow Butter Shop has been in operation for the past five years. The

present proprietor, Mr. R. T. Chapman, has had the management and ownership of the business for the past six months and is sparing no effort to maintain the extraordinary high standards of quality which are such an important part of Golden Cow policy.

Anything in the way of dairy products may be had at the Golden Cow—fresh milk, buttermilk, fresh butter, salted or unsalted, cottage cheese, etc. The butter is churned daily. In addition to dairy products the establishment serves the most delicious of pies and cakes, with or without whipped cream, chile con carne and various Mexican dishes. The Golden Cow Butter Shop enjoys the patronage of a host of El Pasoans.

"There is nothing in the dairy products line that we do not handle," said Mr. Chapman, in commenting on the growth of the business, and the importance of this line.

"And nothing in this line that we handle is stale, old, adulterated or tampered with. For instance, the butter which you buy at the Golden Cow is churned fresh every day. You can buy it salted or unsalted, just as you wish. We put up butter unsalted as well as salted in order that many patrons who like varying degrees of saltiness may have the opportunity to make their butter just as salt as they see fit."

"We sell the finest and most delicious cottage cheese in the Southwest, and a trial of our cottage cheese will demonstrate that this is a fact and not a myth. The same applies

to our milk. You can buy both fresh and buttermilk in our establishment and you can buy it by the glass, pint or quart—or gallon. You will find no richer and fresher cream anywhere than here. Sanitation, freshness, wholesomeness, cleanliness and deliciousness are all to be found in the dairy products sold by our place of business."

"It is a strange fact that the United States, the most enlightened nation in the world, is one of the most careless and erroneous in the matter of its diet. It ranks way down in its percentage of consumption of dairy products, falling far below Great Britain, Holland, Norway and Sweden. The people of the United States are very likely the greatest meat eaters among the civilized nations of the earth. The American likes to live well. He likes to tickle and satisfy appetite and taste as well as his other senses."

"This should not be so, for the American people should more than double their consumption of dairy products. This would improve the health of the American nation very materially, and would save the life of many a baby. More than half of the ailments of the human race are due to improper diet. Appetite should not be overindulged at the expense of individual and national health."

"In addition to dairy products strictly, we serve wonderful dairy lunches. Our sandwiches are models of perfection. The pies served at our counters are of the variety that melt in your mouth, and the whipped cream you get here is rich, thick and nutritious."

"And then there are those typical Mexican dishes—chile con carne, enchiladas, tortillas, enchiladas con huevos, etc. Here is where one can get a Mexican dish that is the very essence of Mexican culinary art."

"Taking our establishment all in all we do not believe it an exaggeration to say that it is the best establishment of its character in El Paso or the entire Southwest."

BUY IT

MADE IN
EL PASO

Yelton Paint Co.



Painting, decorating and paperhanging. For quality work
Phone 1247.

V. H. Yelton
308 N. Stanton.



Phone
2049

Most People Do Not Use a Well Balanced Diet

Instead of 35 percent of the present outlay for victuals going for meat and fish, only 12 percent should be so spent. Instead of the present expenditure of 20 percent for dairy products, it should run 44 percent. Correct this error.

PRICE'S DAIRY

"Milk Untouched by the Human Hands"
1800 Texas St.
Phone 1028.

Triangle Brand Sodas Hit the Spot

Try it at your dealer's, then order a case.
BOTTLED BY ORANGE CRUSH AND LEMON CRUSH.

Tri-State Beverage Co.

El Paso, Texas. Phone 4800.

El Paso Bitulithic Co.

Contractors for the

Bitulithic Pavement

EL PASO, TEXAS.



Automobile Storage Day or Month

Store your cars with us while on your vacation. A clean and safe place. Prices reasonable.

KARL FISCHER TRANSFER

200 SOUTH OREGON STREET TELEPHONE 1096

Great Western Oil Co.

FILLING STATION

Stanton and Missouri.

J. E. NELSON, Manager.

Crystal Gas
Service Day or Night.

Crown Motor Oil
We Meet You With a Smile.

MAIL ORDERS

are given our prompt attention. Send us your cleaning and dyeing by parcel post or express.

WRIGHT'S

CLEANING AND DYEING WORKS.
El Paso, Texas.

Juarez Passports

HALF HOUR SERVICE

FRED'S STUDIO.
NEAR GREY'S THEATRE.

Ping Pong, 10c Dozen
303 So. El Paso St.



Our Shop Equipment is complete with every appliance and device for the repairing of autos. There's nothing about a car that requires attention which we are not able to give. So when your machine goes wrong, send it here where the facilities are such as to assure the most thorough and proper work.
"WE WELD—DON'T FORGET"
Western Welding Mfg. Co.
323 South Santa Fe Street.
Phone 355.

Slaughter Electric & Machine Co.

Manufacturers of Motor and Armature Colls.
Motor Rewinding
General Repair Work
406 San Francisco St. Phone 333
El Paso, Texas.

OH BOY!

That's wonderful chili con carne you can get at the

The Golden Cow Butter Shop

209 Mesa Avenue.
Next to Kress.

A Kodak Makes a Record of the Past

We carry Kodaks and Supplies and do Developing and Printing. Our work is always first-class and we make no extra charge to out-of-town patrons.

J. F. Gandara Photo Supply Co.

110 E. San Antonio St., Next to Wigwag Theater El Paso, Texas

ATTENTION, LADIES!

Why buy new ones when we can make your old rugs and mattresses just like new?

We have installed the latest improved machinery for cleaning and washing rugs. We renovate Mattresses—Wholesale & Retail.

CLARKE MATTRESS AND RUG CO.

Phone—1025—1070—817.
Factory 2212 Myrtle Ave.

V.E. WARE

Contractor

1614 E. Missouri



VULCANIZE AND SAVE

on your auto tires, says wise old Uncle Sam. My birthday, the Fourth of July, is a good time for you to begin. New tires would be cheaper if ours would make their old tires last longer. Have yours vulcanized by us and make the savings buy you many new shoes and tubes.

UNIVERSAL TIRE CO.
H. S. Leavon, Proprietor.
402 Myrtle. Mail Order.
Phone 520.

STOP LOOK LISTEN

We are making a nice Gabardine Suit (two-piece) at \$38.50 this week.

MOREHEAD'S
BUSY LITTLE TAILOR SHOP.
403 North Oregon Street.

HEX CYCLE CO. WE CAN FIX IT

Lawn Mowers Sharpened
The only place in El Paso having special electric machinery for sharpening lawn mowers. Each mower given proper cutting test.
GIVE US A TRIAL

SUPREME BREAD

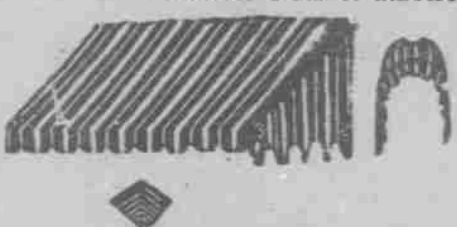
As good as the best and better than most, and it gets stale, it makes dandy toast.

ONCE TASTED—NEVER WASTED
Ask Your Grocer.

Gem Steam
Baking Co.
EL PASO, TEXAS.

Awning Time—

Live Comfortably—
Protect Your Windows



Let us take measurements of your building and windows and figure with you on an awning.

El Paso Tent & Awning Co.

120 San Francisco Street Phone 2644
It's made of canvas, we make it.

Glenn Brooms Sweep Clean

Ask Your
Dealer

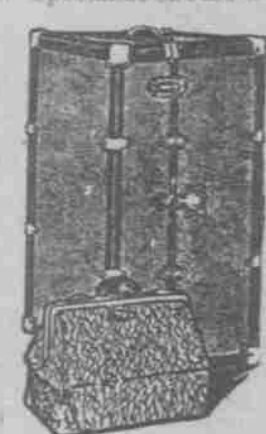
GLENN BROOM MFG. CO., Inc.
El Paso, Texas.

TYPEWRITERS

Bought, sold, rented, repaired.
Office supplies, rubber stamps.
Agents: Corona-Olivier.

Typewriter & Office Supplies.
16 Mills St. Phone 832. Opposite Postoffice

W-Specialize on Fine Wardrobe Trunks



We manufacture all styles of—
Trunks, Sample Cases and Small Leather Goods.
We also repair and exchange Trunks and Traveling Goods.

El Paso Trunk Factory

Established 17 Years
Opposite Postoffice
Next to Crawford Theater—Telephone 1054
Carrying Cases "Made to Order in El Paso"

CERTIFIED MILK

The only certified plant in the state.

Save Your Babies

El Paso Dairy Co.
Phone 246. City Office: 428 N. Oregon St.



Stove Repairing and Manufacturing—

Furnaces repaired—all high grade, light gray iron casings made—See us first

PEELER-DOBIE STOVE

AND FOUNDRY COMPANY.
1004 East Missouri Street. Phone 1306.

Build With Brick

International Brick Co.

El Paso, Texas.
All Clay Ware
Made in El Paso.

SEE SWANSON

That's a good rule to follow, men, when you want a real, sure "enough," "all-wool-and-a-yard-wide" suit of clothes, whether for summer or winter. A Swanson suit will fit and fill the bill in every particular.

25 Years of Service



SWANSON

WOOLFORD F. SWANSON, Mgr.
OSCAR E. ROOS, Cutter-Designer.
Quality Tailoring for Those Who Know.
SHELDON HOTEL BUILDING.



MADE IN
EL PASO

Rhymes of
Spick and Span

There's Many a Weary Care
There's many a sigh and heartache;
There's many a weary care;
There's many a pain and headache;
There's lots of wear and tear.
And much of it comes from working
And telling each passing week,
From scrubbing and washing and ironing,
Till the brain with fatigue doth reel.
Spick and Span bring you joy and gladness,
Uncle Sam brings your dues to their door.
They will end all your sorrow and sadness;
They are true and tried to the core.

THE ELITE LAUNDRY

The Home of Spick and Span.
EL PASO, TEXAS. PHONE 8177.

\$24.75

Suit, with extra pair of pants FREE. Come in and make your selection.
(We have opened up our shop No. 2 at Five Points.)

Queen Tailor Shops

No. 1—421 North Oregon.
No. 2—Five Points—2021 Montana.
Tailoring, Dry Cleaning, Hat Reblocking, Altering.

Consumers Ice Company

PHONE 250

Watch for the White Wagon.

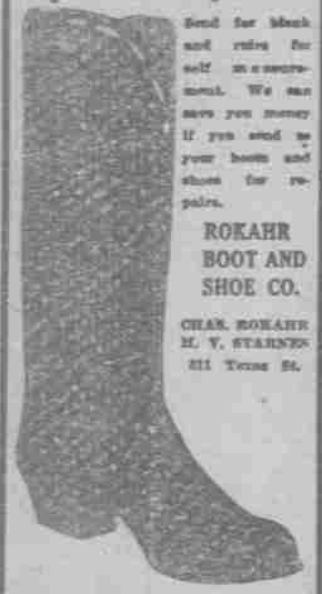
GAS

It's the modern, healthful, economical and logical fuel for cooking.

EL PASO GAS CO.

419 North Stanton Street.

Special Cowboy Boot



Send for book and rules for self measurement. We can save you money if you send your boots and shoes for repairs.

ROKAHR
BOOT AND
SHOE CO.
CHAS. ROKAHR
M. V. STANTON
211 Texas St.

Electric Fans and Electric Irons

Special prices on Garden Hose and Lawn Mowers.

Davis Hardware and Furniture Co.

Cor. Cleveland and Oregon Sts.
PHONE 362.

JOSE FUENTES

Painting Contractor
Artistic Signs
of every description.

Not the Cheapest—but the Best
501-503 S. Oregon Street.
Evening Phone 9028.
Phone 110.